Growing Geeks:
Subcultures of consumption
and their formative indicators

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Geeks.
subcultures of consumption

Fans.

Mavens.

Achievers.

Geeks.

Fanboys.

Brand Cults.

Brand Communities.

Tribes.

Parrotheads.

MacHeads.

Deadheads.

Customer Evangelists.

Trekkers.
Geeks.
Can we grow them?

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subcultures of consumption

Economics.
Psychology.

Geeks.
Can we grow them?
Can we grow them?
subcultures of consumption

Economics.
Psychology.
Anthropology.
Religious Studies.

Context.
subcultures of consumption
What if you could know in advance which of your customers had the potential to become an evangelist?

What if you could identify the qualities of people attracted to a community of consumption around your product?
subcultures of consumption
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<th>Formative indicators</th>
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subcultures of consumption

Quintessence.
subcultures of consumption

**consumer culture theory:**
People construct their identity through consumption in the marketplace. These identities replace more traditional ones of nationalism, religion, ethnic background, etc.
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The infinite game

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The research

Phase 1
- Literature Review
- Model Construction
- Model Testing

Phase 2
- Pilot studies to test model
- Pilot studies to test instrument

Phase 3
- International online survey
- Conclusions
- Commercial Tool Development
Pilot research:
- Interviews
- Perceptions in popular culture
- Monitoring activity in online social networks
- Fieldwork
- Surveys to test model/instrument

Major study:
- Online survey comparing propensity for evangelism against behavior in Subcultures of Consumption across brands and/or geographical borders

(or)
- Commercial study testing the effectiveness of a Customer Evangelism tool in increasing positive word-of-mouth
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<td><strong>Experience Driven</strong></td>
<td>I enjoying travel, dining, cultural activities or sporting events more than things like clothes or electronics.</td>
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<td><strong>Idealistic</strong></td>
<td>I often upgrade to new versions and styles of products that are important to me.</td>
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<td><strong>Gift Economists</strong></td>
<td>I will help someone with a problem even if, at that moment, they can’t help me.</td>
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<td><strong>Socially Driven</strong></td>
<td>I enjoy activities more if I am in a group of friends.</td>
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<td><strong>Authentic</strong></td>
<td>The more accurately a company portrays its product, the more I respect the brand.</td>
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<td><strong>Cultish</strong></td>
<td>I don’t feel I need to buy what everyone else is buying.</td>
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<td><strong>Epistemologically Driven</strong></td>
<td>I like talking about my favourite products, especially to experts who can show me new features or product uses.</td>
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Hypothesis: 4 or 5 on the Evangelism scale indicates a propensity for evangelistic behaviour. Use of the tool can determine a proximity on the scale in real time.
Research Contributions:
- further research on Subcultures of Consumption
- modelling Customer Evangelists by consolidating the literature
- testing the Service-Dominant Logic paradigm
- using cultural and religious theory to inform marketing practice

Research Limitations:
- does Consumer Culture lend itself to a hybrid quant/qual approach?
- do the number of variables and the illusive variable of quintessence limit the applicability of the research?
- will the research conclusions lend themselves to an operational context?

Industry Application:
- identifies evangelistic propensity in customers
- emphasises tangible qualities in the marketing message
- with the diversity of communication channels, provides evidence-based communication guidance
Thank you.
Questions?